

TOM FORD EYEWEAR

JAPANESE SOUL EDITION
VALENTINE'S DAY 2020





STORY

Tom Ford presents a new **exclusive limited edition handmade in Japan**, an original interpretation of timeless shapes through innovative technology.

Two styles with the **highest-quality materials** and characterized by an unique combination of two ultra-thin layers of acetate around a lightweight metal structure.

The sunglasses are distinguished by an **extremely slim and flat shape** and they are enriched by a **stylish temple metal core with Tom Ford signature engraved**.

Moreover, they feature special lenses: **Divel Fotocolor** for her, **Daloz Optimized** for him.

Thanks to this state-of-art design, the styles are ultra-lightweight and sleek but identified by a bold and eye-catching look.



TECHNOLOGY



TECHNOLOGY



FRONT

Unique combination of two ultra-thin layers of acetate around a slim metal structure.



TEMPLE

Stylish temple metal core with Tom Ford signature engraved.



RONAN - FT0743

DESCRIPTION

The FT0743 is a charming navigator characterized by an impactful front and an amazing structure with a metal architecture embedded between two layers of ultra-thin acetate.

SPECIAL LENSES



The style is distinguished by Daloz **Optimized lens**, a new generation lens which combined polarizing filter with technical colors.

This special lens increases comfort and performance because the lenses can be **used to read LCD screens** and also allow better reading of the terrain in general (relief, bumps, etc.).

COLORS

The FT0743 is produced in two colors, shiny black and shiny vintage havana.

RONAN

FT0743_01D

SHAPE: navigator

COLOR: shiny black and crystal acetates, shiny palladium

LENSES: Dalloz Optimized Grey

BASE: 4

DIMENSIONS: 58-16-145

PRICE: WHL €293 / SRP €650 (Italy basis)

Made in Japan



RONAN

FT0743_55H

SHAPE: navigator

COLOR: shiny vintage havana and shiny transparent champagne acetates, shiny rose gold

LENSES: Dalloz Optimized Brown

BASE: 4

DIMENSIONS: 58-16-145

PRICE: WHL €293 / SRP €650 (Italy basis)

Made in Japan



JOHANNES - FT0745

DESCRIPTION

The FT0745 is a glamorous cat-eye style characterized by a stylish front and an amazing structure with a metal architecture embedded between two layers of ultra-thin acetate.

SPECIAL LENSES



The style is also distinguished by **Dive Fotocolor lens**, a new photochromic lens born from the design and technology of Dive sun lens collection.

These special lenses offer unrivalled visual correction with added sun protection. They have also an **exclusive internal anti-reflected treatment**, as on the best filters for sunglasses, designed to maximize visual well-being during use, eliminating the annoying reflections on the inner surface of the lens, while maintaining the original color tone on the outside.

Moreover, **the Fotocolor lens darken and lighten automatically**, depending on the light conditions.

COLORS

The FT0745 is produced in two colors, shiny black and shiny vintage havana.

JOHANNES

FT0745_01Z

SHAPE: cat-eye

COLOR: shiny black and crystal acetates, shiny palladium

LENSES: Divel Photocromic Gradient Pink

BASE: 4

DIMENSIONS: 58-17-140

PRICE: WHL €293 / SRP €650 (Italy basis)

Made in Japan



JOHANNES

FT0745_55F

SHAPE: cat-eye

COLOR: shiny havana and shiny transparent champagne acetates, shiny rose gold

LENSES: Divel Photocromic Gradient Brown

BASE: 4

DIMENSIONS: 58-17-140

PRICE: WHL €293 / SRP €650 (Italy basis)

Made in Japan



SALES ARGUMENT

- TF** Exclusively handmade in Japan
- TF** New generation of special lenses
- TF** Tom Ford signature on the inside of the temples
- TF** Ultra-thin acetate and ultra-lightweight metal structure



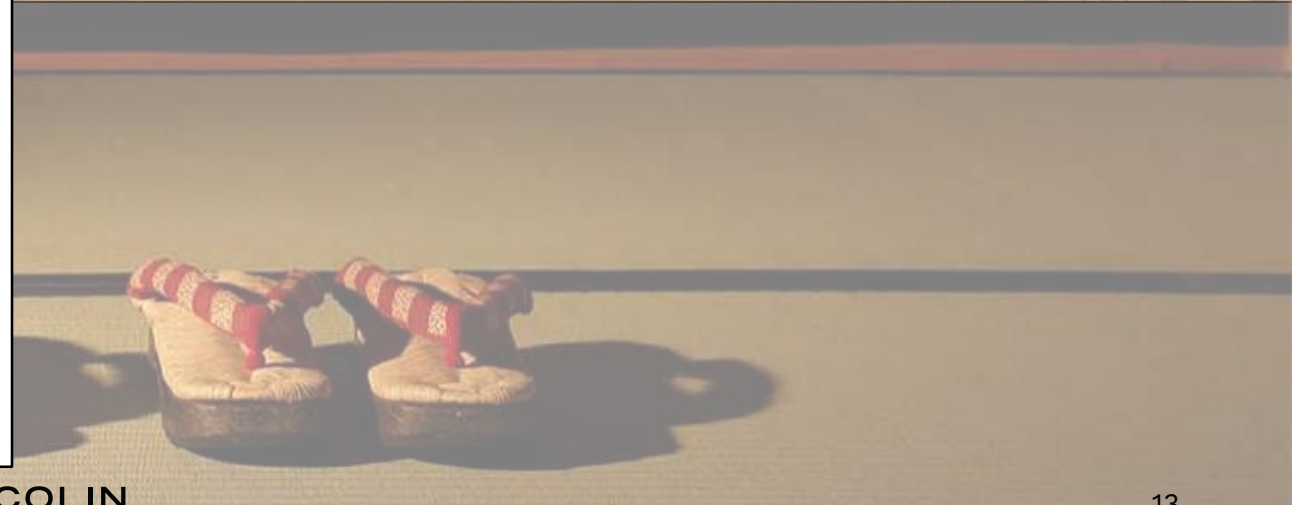
- TF** Uncompromising standards
- TF** Craftsmanship that celebrates the unseen
- TF** Extremely light frame that galvanize a total look



DISPLAY



Dedicated display to exhibit
the special edition.



PACKAGING



Special white box with an exclusive case, packaging and guarantee card.



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